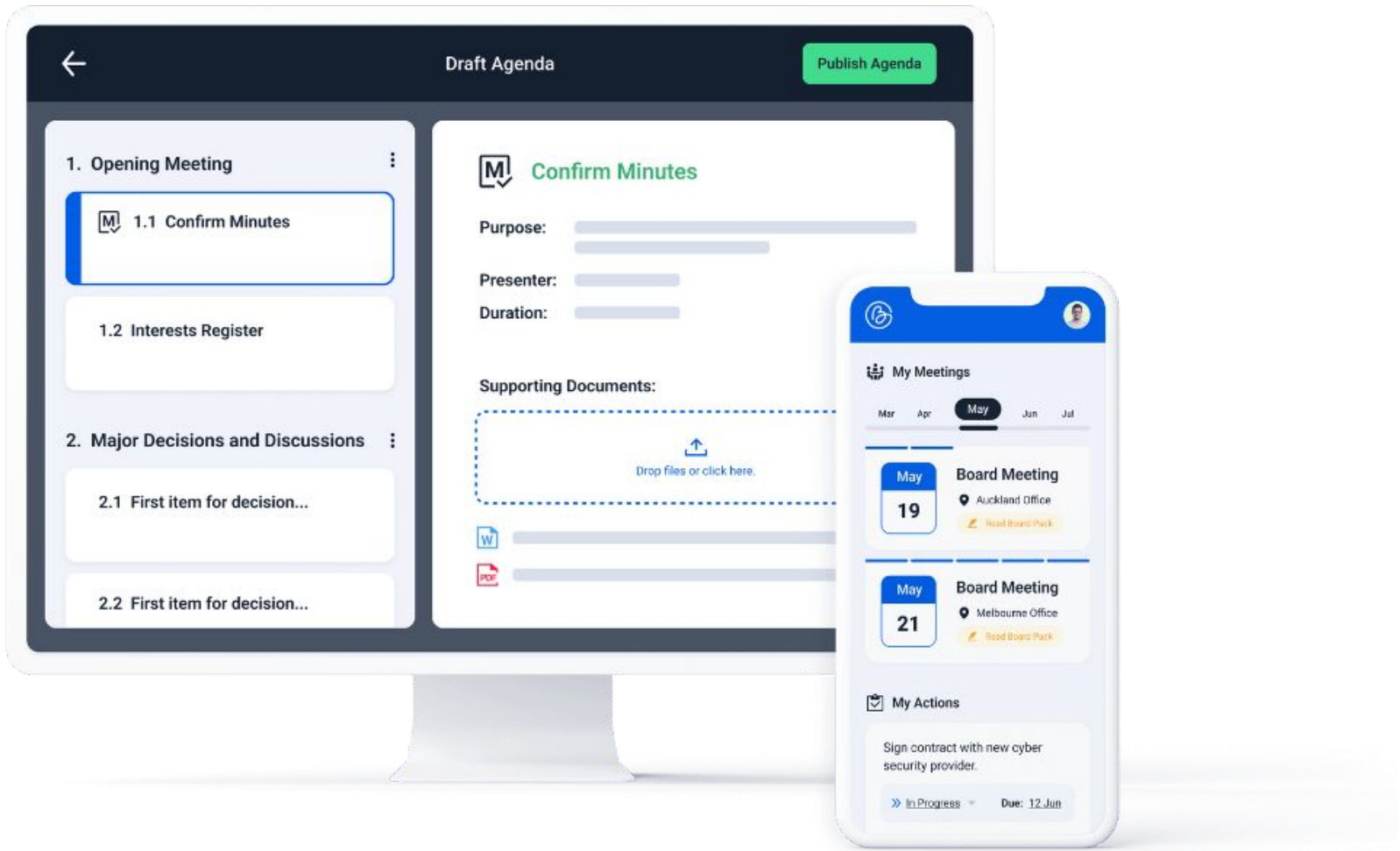
BoardPro™

Webinar

Linking risk and strategy - What it means for your organisation

With Special Guest Ben Stevens

BoardPro™


Draft Agenda
Publish Agenda
1. Opening Meeting
1.1 Confirm Minutes
1.2 Interests Register
2. Major Decisions and Discussions
2.1 First item for decision...
2.2 First item for decision...
Confirm Minutes
Purpose:
Presenter:
Duration:
Supporting Documents:
Drop files or click here.
My Meetings
Mar
Apr
May
Jun
Jul
May
19
Board Meeting
Auckland Office
May
21
Board Meeting
Melbourne Office
My Actions
Sign contract with new cyber security provider.
In Progress
Due: 12 Jun

Making the fundamentals of governance free and easy to implement

Ben Stevens

Founder and CEO
FlipView

Steven Bowman

Managing Director
Conscious Governance

Roger Chao

Professional Director and
Governance Consultant

Agenda

01 Moore's law, disruption and the recorded music industry

02 Lessons learned from disruption and what this might mean for other industries with Chat GPT

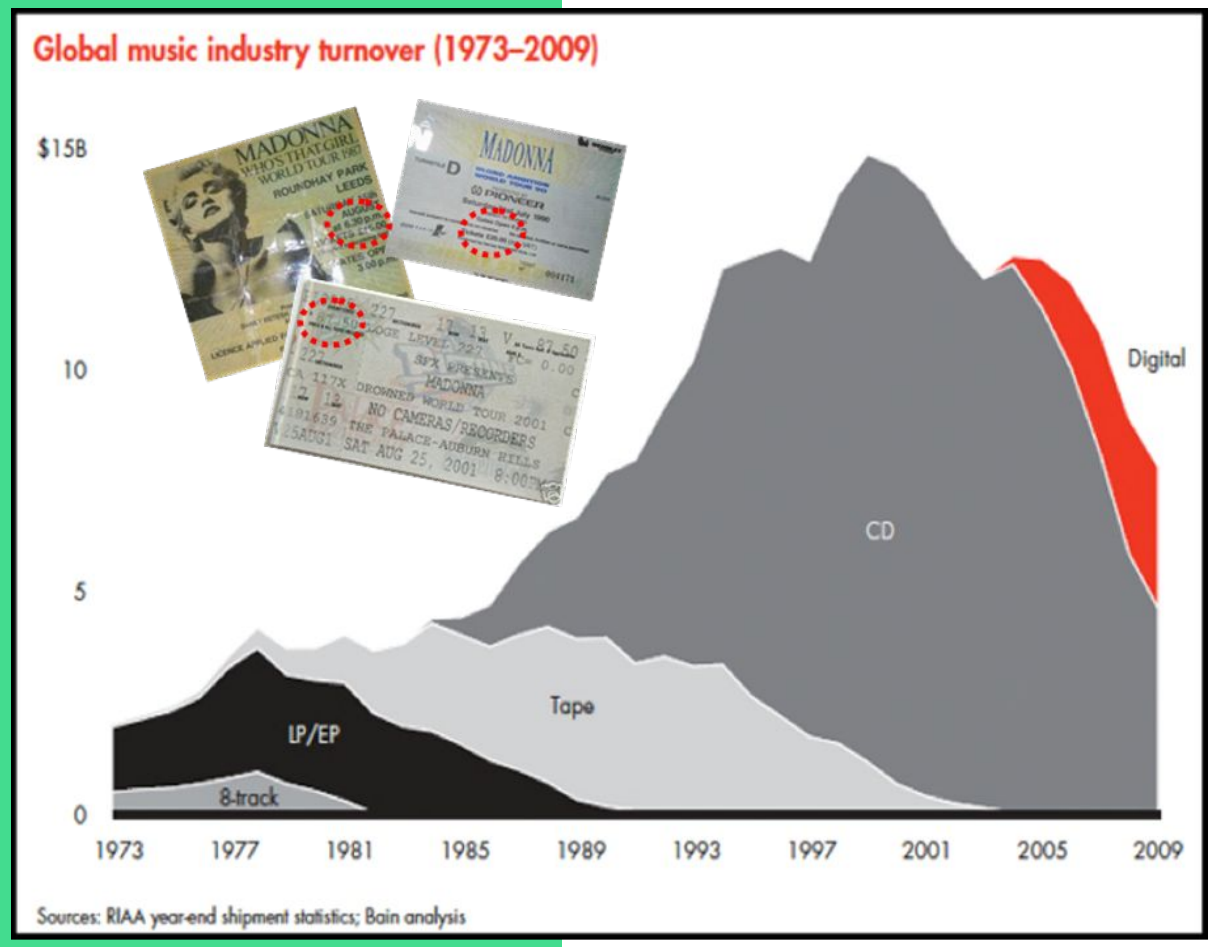
03 How risk and strategy are defined, and that risk is part the the reason your strategy might not be a strategy

04 Tips on making your risk analysis more strategic

05 Flipview overview

05 Tips on how to use Chat GPT for risk analysis and strategy planning/ useful sequence (live in chat GPT)

0:10 / 1:33
DSC



Disruption

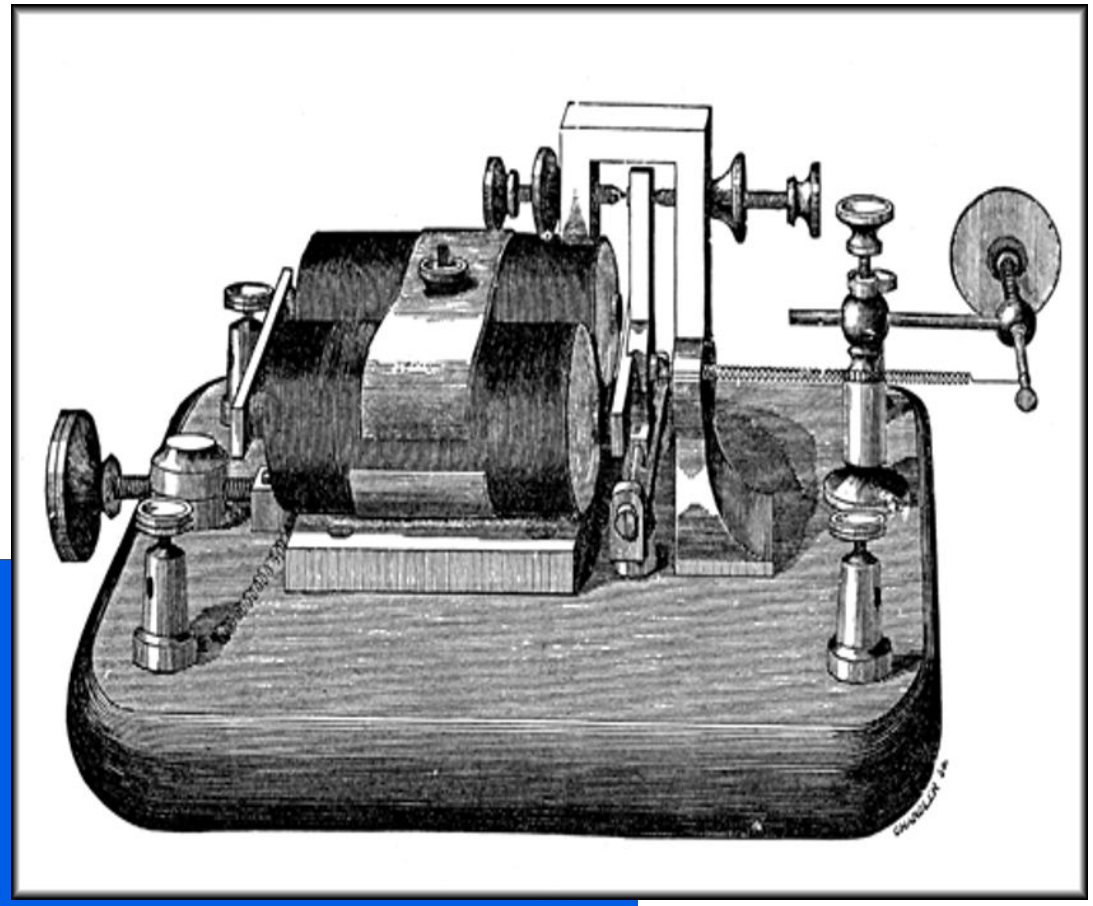
01 Each breakthrough in technology → volumes of sales collapsing

02 Digitisation → commoditisation (price plummeting)

03 But not technology, but the business model that really disrupts (Napster makes a small dent, then iTunes launches and CD sales collapse).

Business model

Unlike other half-billion-dollar companies, Xerox is still run at the very top by entrepreneurs, the risk-takers who built it up from next to nothing," Forbes - 1965.

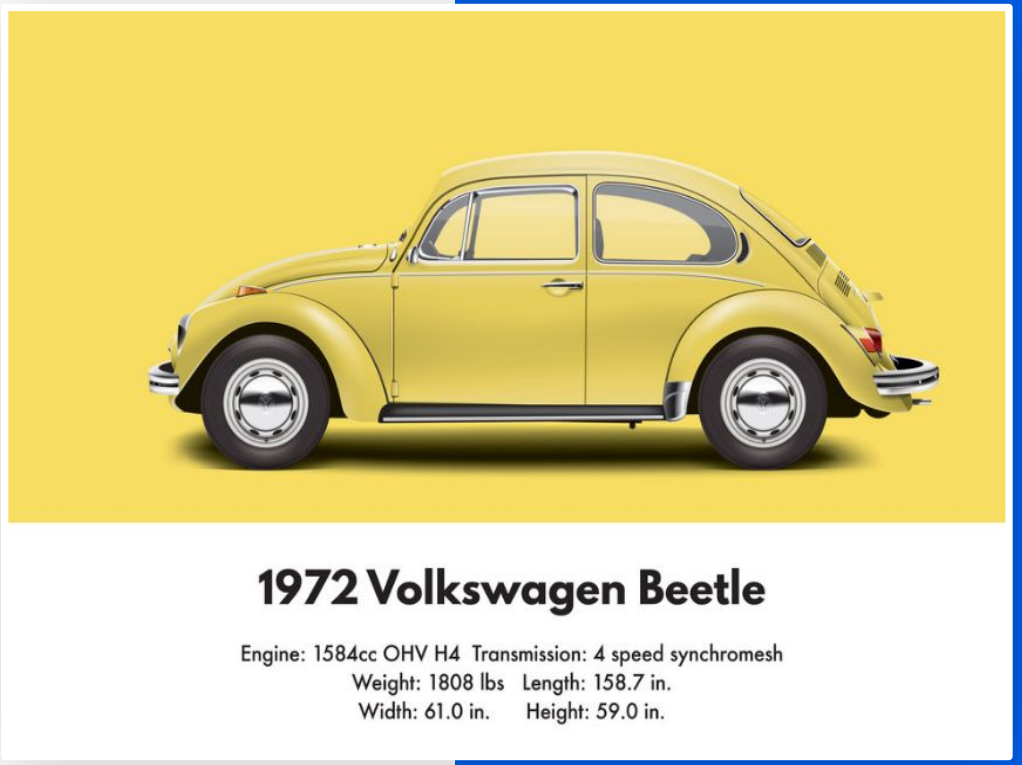


Disruption not new

Moore’s law

Brian Kzanich – CEO intel: Were a 1971 Volkswagen Beetle to undergo the same transformation..

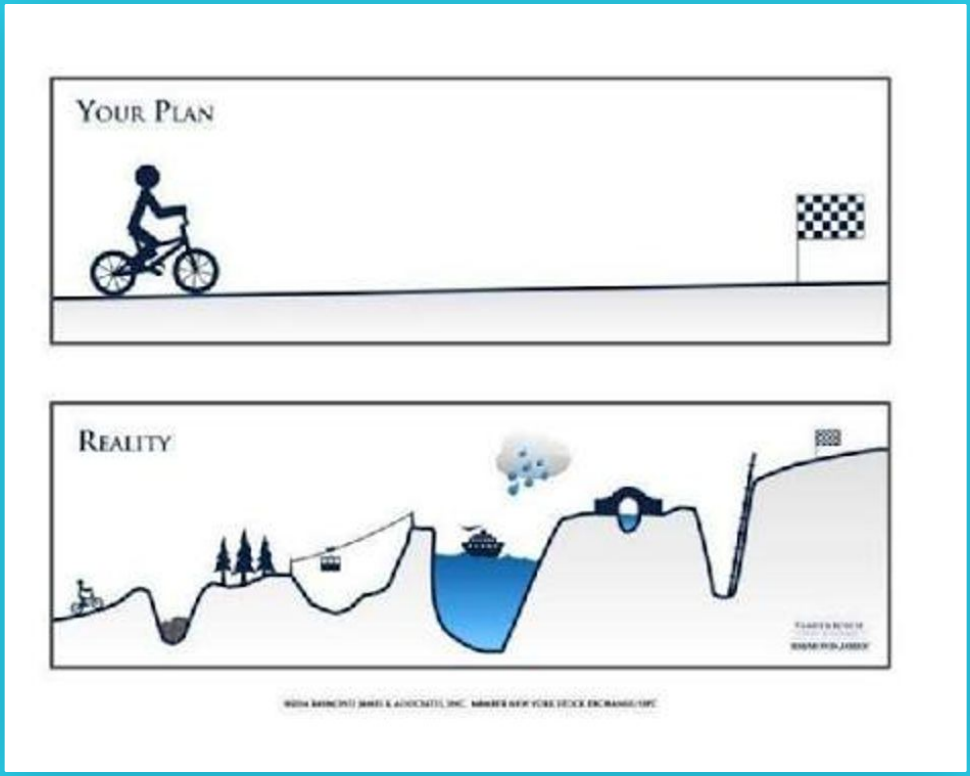
- ⟶ it would travel at 300,000 miles per hour
- ⟶ Achieve 2 million miles per gallon
- ⟶ Cost four cents.



Chat GPT

- Intellectual value stripped out – digitized, its value is dissipated.
- Power shifted in the value chain / the order of events changed.
- Pairing of technologies.
- Embrace technology (vs. fighting it) .
- Sociodemographic.
- Regulators.

Risk brings strategy to life



Hungarian detachment that was lost in the Alps during world war two. The lieutenant feared that he had dispatched his people to their death. One of the team found a map, and followed the map and after a few wrong turns they found their way. When the detachment returned safely the lieutenant asked for the map....

“If you fail to identify and analyse the obstacles, you don’t have a strategy. Instead you have a stretch goal, or a budget, or a list of things that you wish would happen” **(Rumelt).**

Predicting the future....

01

“Atomic energy might be as good as our present day explosives, but its unlikely to produce anything more dangerous.”

(Churchill, 1939)

02

“I think there is a world market for about five computers.”

(IBM president 1948)

03

“Not within a thousand years will man ever fly.”

(Wilbur Wright, 1901)

04

“People will soon tire of staring at a plywood box every night.”

(20th Century Fox Chief)

Tips

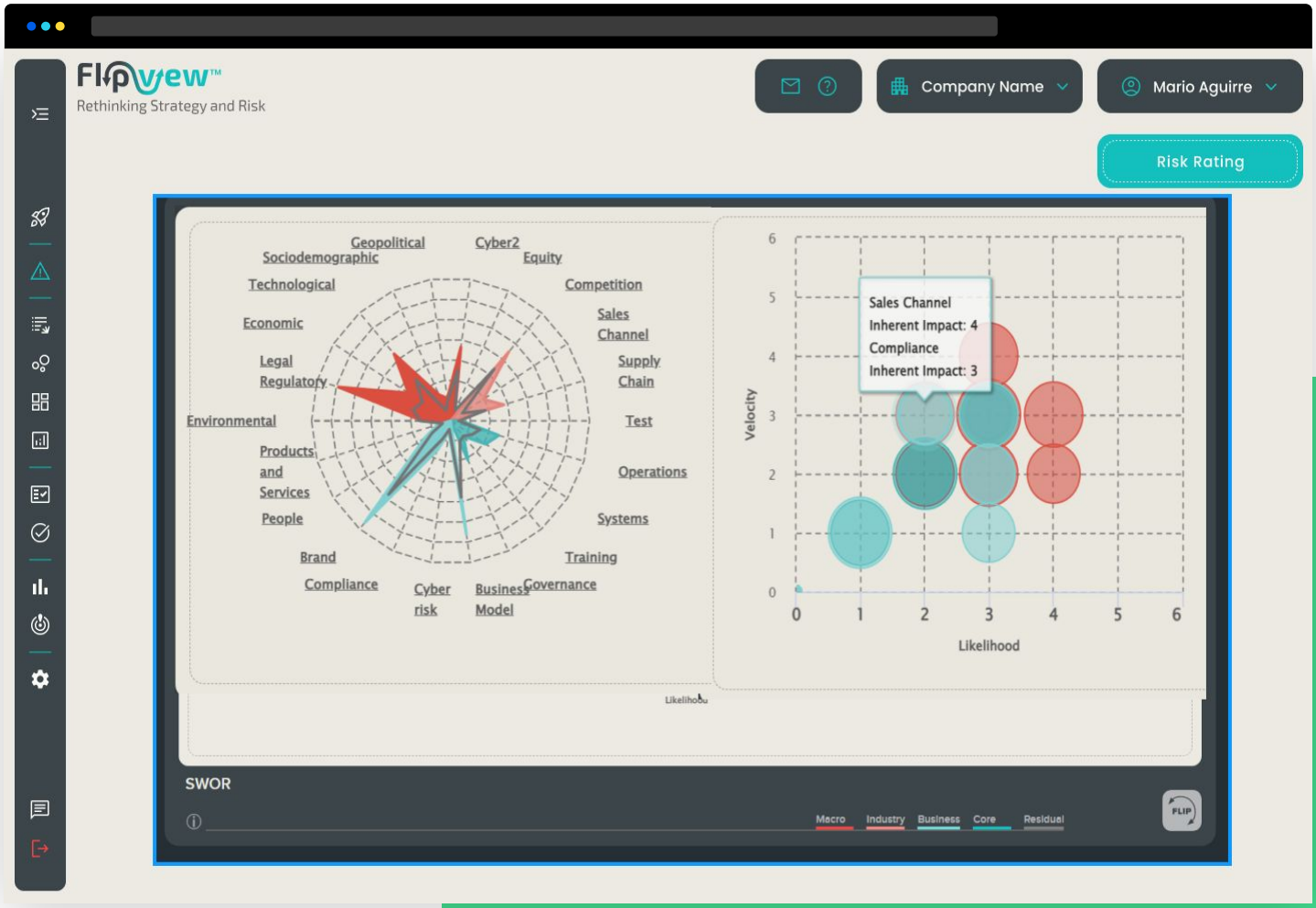
01 The artifacts.....Focus less on “the risk register” / “the ratings” /Heat maps..⇒ action (building resilience) vs. orientation (pontification

02 People aspect:Focus on engagement / “coal face” perspective

03 Process Create headspace (don’t rush it or force it

04 Try to link risks with strategy Pillars

Flipview


Flipview™
Rethinking Strategy and Risk
Company Name
Mario Aguirre
Risk Rating
Geopolitical
Cyber2
Sociodemographic
Equity
Technological
Competition
Economic
Sales Channel
Legal Regulatory
Supply Chain
Environmental
Test
Products and Services
Operations
People
Systems
Brand
Training
Compliance
Cyber risk
Business Model
Governance
Sales Channel
Inherent Impact: 4
Compliance
Inherent Impact: 3
Velocity
Likelihood
SWOR
Macro
Industry
Business
Core
Residual
FLIP

ChatGPT - You are not cheating

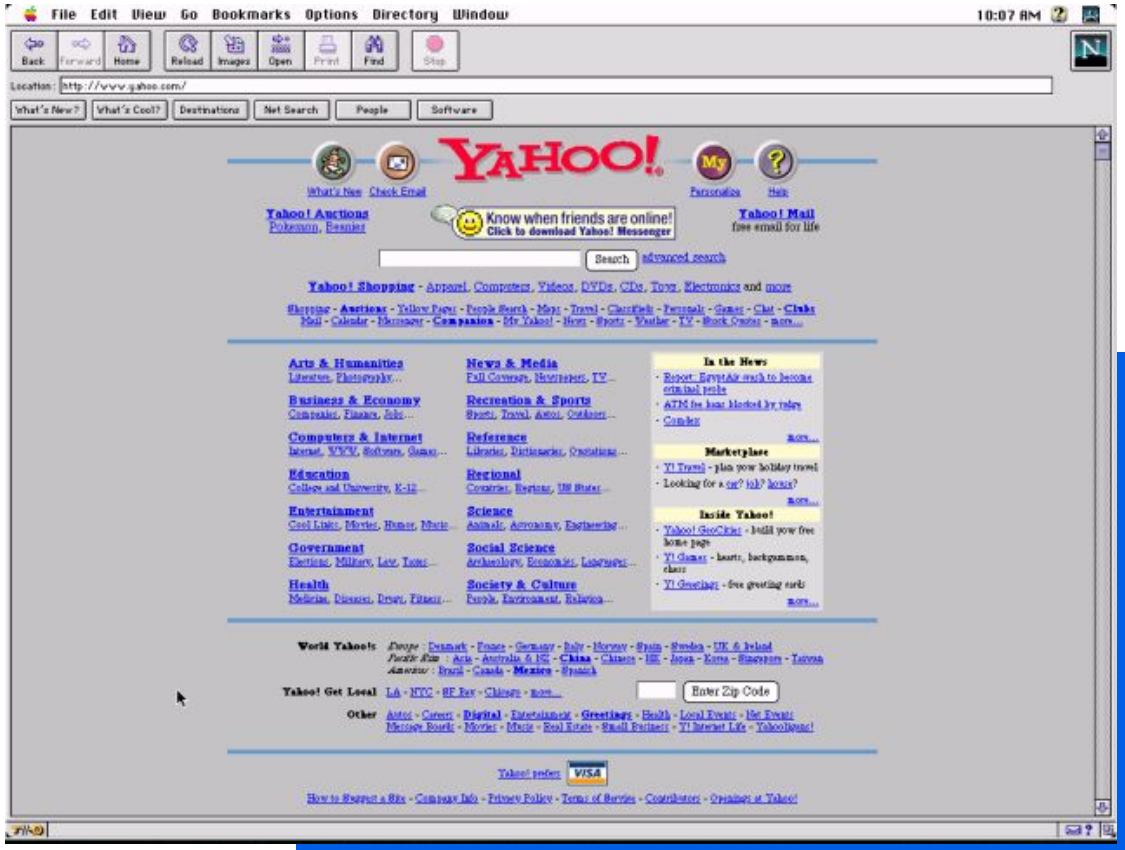
01 Only feed data that is in the public domain

02 In the company description – use LinkedIn

03 Prompts

04 Appreciate the limitations

05 Prompting chat GPT (almost gamifying it) works well too



Prompts

- Here are some details on a company. I am going to ask some questions about the company once I have given you some information - is that ok?
- Have you heard of [Flipview?]
- Here is the description from LinkedIn please confirm you understand what flipview is all about
- Please provide the top 15 risks. Please group these at least one in each of the following categories: Political, Economic, Social demographic, Technological, Environmental, Legal regulatory, Sales Channel, Supply Channel, Competition, Business model, Compliance, Governance, Operations, People and Culture, and Finance. Please provide a Risk Title for each.
- Make these more specific for a SaaS business, that operates only in Australia and NZ, and is a small start up.
- Please elaborate on the above, make each risk a little more detailed - each risk should have a risk title and a detailed description.
- Please repeat the above exercise, but instead look for opportunities.

Prompts

- What would 5 useful strategy pillars be
- What would the top 5 actions be, based on the above risks, opportunities and strategy pillars.
- What would the top 5 OKRs be for [Flipview] based on the above risks, opportunities and strategy pillars.
- Please link the strategy pillars, risks and opportunities identified above - for example put the risk or opportunity under the relevant pillar. List out the strategy pillar titles, then under this the risk or opportunity titles.
- Given all the information above, around [flipview's] risks, opportunities, strategy pillars actions - write me a short article that is set in 2028, and talks about how successful the company has been - a short success story - for a business publication.
- Do the above, but as an obituary, what killed the company?

Ben Stevens

www.linkedin.com/in/**ben-stevens-a172ba2**

Steven Bowman

www.linkedin.com/in/**stevenbowmangovernance**

Roger Chao

www.linkedin.com/in/**roger-chao**

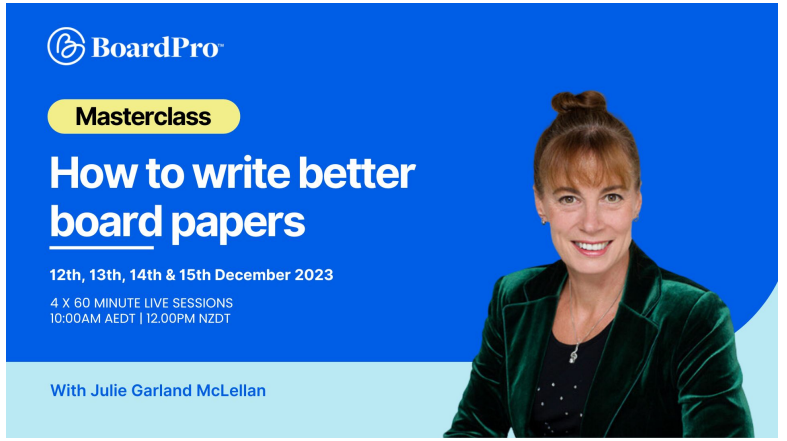
Webinar Schedule

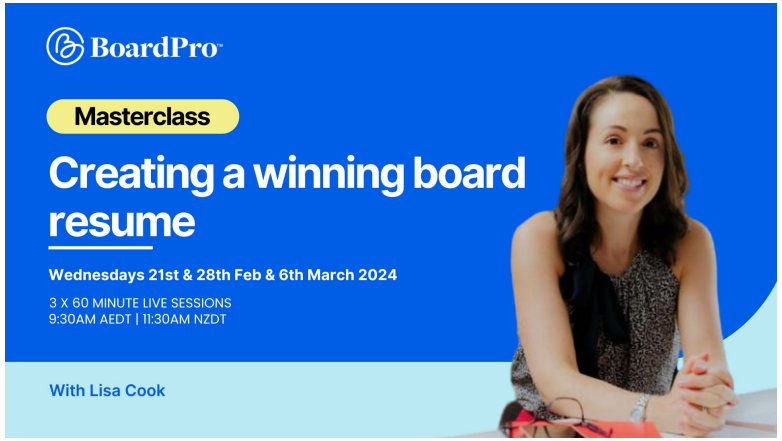
https://www.boardpro.com/resource-centre/webinars

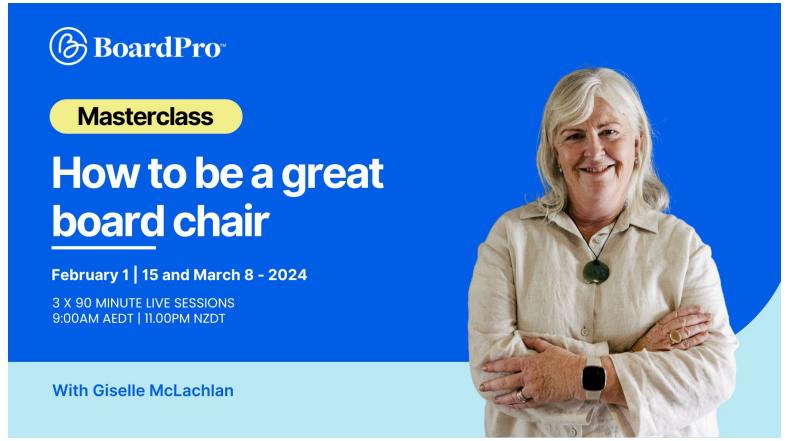
61.	How to continually refresh your annual board strategy	On Demand
62.	Create a CEO Report that will delight your board	On Demand
63.	Board remuneration and director fees - research findings	On Demand
64.	How late reporting kills the CEO	On Demand
65.	Cultural Literacy - The Rules of Belonging	On Demand
66	Linking risk and strategy - What it means for your organisation	On Demand
67	**Exposing the hidden risk of organisational culture - Deep dive**	Nov 16
68	**Understanding board dynamics**	Nov 30

Masterclass Schedule

https://www.boardpro.com/resource-centre/webinars







Thankyou